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UNCLAS MUSCAT 000993

SIPDIS

DEPT FOR NEA/PD (CWHITTLESEY), NEA/ARPI (TROBERTS), IIP/T/EM
(RURBANCZYK, CBOWIE, DCARTER), IIP/G/NEA-SA (RWINCHESTER)

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TAGS: [OIIP](#) [KPAO](#) [MU](#)

SUBJECT: EMBASSY MUSCAT LAUNCHES NEW WEBSITE

Summary

1. Embassy Muscat formally launched its new website at a well-attended ceremony on June 18. After remarks from the Ambassador, the Embassy's webmaster conducted a guided tour of the site. This new Internet presence significantly upgrades our informational outreach capabilities. End summary.

Navigating The New Site

2. On June 18, in front of a standing-room-only crowd in the Embassy's multipurpose hall, the Ambassador formally launched the Embassy's new website: <http://oman.usembassy.gov>. Reminding the guests that the terms "googling" and "logging on" meant nothing a mere twenty years ago, the Ambassador referenced the astounding growth in Internet usage in the Middle East over the past five years and invited Omanis to visit the new website for up-to-date and accurate information about the United States. Following the Ambassador's remarks, the Embassy's webmaster projected the website onto a screen and pointed out several features of the site for the audience, including the Washington File (updated automatically on a daily basis), descriptions of our various academic exchange programs, and links to the Embassy's educational advising services.

The Media Go Exploring

3. Journalists and photographers were in attendance at the ceremony, and four of Oman's six major dailies carried coverage of the event the next morning, complete with photos. "Al-Shabiba," an Arabic-language daily newspaper designed for younger readers, did the Embassy an incalculable service by highlighting the new website's URL within its banner headline.

Opening Windows

4. With this launch, Embassy Muscat joins the other embassies and consulates worldwide that use the Content Management System (CMS) to administer their websites. Boasting an attractive template and an organized format, oman.usembassy.gov represents a substantial upgrade for our informational outreach capabilities. The Embassy thanks the IIP/T/EM team for its assistance in preparing for the launch.

BALTIMORE